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"Click it or Ticket"

Wisconsin ended 2008 with the fewest traffic fatalities in more than 60 years. But this encouraging news is little consolation to the families and friends of the more than 500 people who died in traffic crashes last year. We know all too well that many of these deaths could have been prevented if people had simply buckled up.

To prevent needless deaths and serious injuries, the Evansville Police Department along with law enforcement agencies from all over Wisconsin will be patrolling in greater numbers and for longer hours during the Click It or Ticket+safety belt enforcement mobilization from May 18 to 31.

Our Click It or Ticket message is clear. If you're stopped by an officer and are not wearing a safety belt, you will get a ticket whether you're driving or just a passenger. No excuses will be accepted, and you won't get a warning.

We're not striving to write more tickets but to save lives and prevent injuries by getting people to buckle up voluntarily. But if voluntary compliance fails, we will diligently enforce the state's mandatory safety belt law.

Our ultimate goal is to reduce the number of preventable traffic deaths to zero in Wisconsin. That's why we urge you to buckle up every time you get behind the wheel or ride in a vehicle. It only takes a second to buckle up and avoid a ticket- or even worse- a violent death.

Some Statistics

- To increase safety belt use, law enforcement agencies throughout the state will mobilize for the national Click It or Ticket campaign from May 18 to 31.
- Click It or Ticket will be one of the largest coordinated law enforcement mobilizations ever in Wisconsin.
- Wisconsin's safety belt use rate is approximately 74%, which is one of the lowest in the nation and substantially lower than the national average of 83%.

- This year's mobilization will increase nighttime enforcement. In Wisconsin, 73% of nighttime fatalities were unrestrained compared with 48% of daytime fatalities in 2007.

Safety belts save lives

- Consistent safety belt use is the single most effective way to protect people from being ejected from a vehicle or being thrown around violently inside it during a crash.
- An estimated 237 lives were saved by safety belt use in Wisconsin in 2007, and 100 percent safety belt use could have saved an additional 137 lives.

Safety belts & young motorists

- Traffic crashes are the leading cause of death nationwide for young people, ages 4 to 34.
- On average, a driver age 19 or under in Wisconsin is killed or injured in a traffic crash every hour.
- Safety belt use is lowest (66%) among drivers from ages 16 to 25.

Economic costs of not using safety belts

- Motorists who are hurt or killed in traffic crashes because they didn't buckle up create tremendous economic losses, such as medical expenses. The rest of society pays for nearly 75% of these economic losses through higher medical insurance premiums, taxes, and other public funding, according to the National Transportation Safety Board.
- Each Wisconsin traffic fatality costs nearly \$1.25 million and each incapacitating injury approximately \$64,000 based on National Safety Council estimates. In 2007, economic losses from traffic fatalities and injuries in Wisconsin were nearly \$3 billion, according to the 2007 Wisconsin Traffic Crash Facts report.